**Save Coastal Wildlife**

**Board Meeting**

**DATE:** Wednesday, February 23, 2022

**TIME:** 8:00 pm EST

**LOCATION:** Zoom

**IN ATTENDANCE:**

Ed Babka

Caitlin Boyle

Linda Cohen

Elise Farnsworth

Samantha Kreisler

Ruby Laufer

Joe Reynolds

Joe Sheridan

Jennifer Zarcone

1. Joe called the meeting to order at 8:06. Approval of November 17, 2021 meeting minutes. Joe Sheridan motioned to approve the minutes with amendment of Ed Babka being present. Elise seconded. All approved.
2. 2021 Finances:

**Money In:**

$4,896.21 – Donorbox

$1,244 – GivingFuel

$3,536.19 – PayPal

$1,092.89 – Deans Natural Foods

$3.280.00 – August Boat Ride

$381.91 – Bonfire

TOTAL = 14,431.20

**Money Out**

Annual Payments:

$1,000 – Insurance

$300.00 – Mailchimp

$308.00 – Website and Email

$159.83 – Zoom

$108.00 - Podbean

$25.00 – HSC Permit

$30.00 – Renew NJ Business License

$40.00 – IRS 990N File Paperwork

$40.00 – NJ Dept of Consumer Affairs

TOTAL = $2,010.00

2021 Payments

$1,082.80 – Bonfire Clothes

$810.92 – 5% Donor Service Fee

$1,600 – Captain Dan boat ride fee

$800.00 – Lumber and materials for Osprey nests

$900.00 – Underwater cameras and gear

$550.00 – Microscopes and plankton equipment

$320.00 – Seining equipment

$150.00 – Printing materials (stickers & signs)

$50.00 – Stamps and postage

TOTAL = $6,263.72

**Net Profit = $8,167.48**

**2022 Expenses**

* Jersey Shore Wildlife Guide
* Printing rack card
* Underwater Camera and equipment
* Education equipment for summer camp
* Tax Exempt NJ paperwork

Joe tells us how there are people all over the country giving us money and interested in our work. We are now overwhelmed, and Joe needs help and cannot do everything himself.

1. Board Subcommittees
2. Fundraising and Partnerships: Can people come up with ideas for horseshoe crab fund raising and other programs. As well as creating partnerships in the community. Joe Sheridan, Jen Zarcone volunteered, Ruby Laufer is chairing.
3. Education and Programs: We have been approached by schools and we have many outreach tabling events. Cait volunteered to be chair. Linda will help with education and Samantha as well.
4. Planning: to think about the future and create a longer-term strategy. Probably create this committee in the longer term.
5. If you have not volunteered to be on a committee, please do so.

**ACTION: All board members please join a committee.**

**ACTION: Cait and Ruby please hold committee meetings**

1. Spring and Summer Internships: We can’t pay interns right now, but they will get good experience.
   1. They can help with seining, horseshoe crab monitoring, microplastics, mussel restoration, community outreach (tabling events) and help with fundraisers. Help with Keyport Summer Camp. Websites? Social? Ruby said there is a communications school in Wall.
   2. Marlboro school interested
   3. Long branch wants to do field trips
   4. Maybe educational boat rides in the future
2. Keyport Summer Camp and fall school programs:
   1. Approached by Keyport to help with their summer camp program. Joe reached out to Nadia from Plastic Wave and she said she would help with summer camp program. Joe gave them a price.
   2. Field trip to Sandy Hook in the fall. Nadia can help and Linda volunteered to help.

**ACTION: Joe R to coordinate with Nadia to help with Keyport Summer Camp and coordinate with Keyport.**

**ACTION: Linda to assist with possible field trip to Sandy Hook in the fall.**

1. Upcoming events:
   1. Sunday, April 24: Lavallette cleanup near Tom’s River. Beach club asked if we could also provide an educational component. Joe needs help. Joe Sheridan, Ruby and Ed will join.
   2. Sunday, May 1: Earth Day Festival at Cross Farms in Holmdel. Just a table at the event. Elise and Cait will try to make it.
   3. May 21 and 22: Sea Grant Ocean Fun Days at Island Beach State Park and Sandy Hook. Linda will be there so she can help. Ruby can help.
   4. We have a clean up the same day. Anthony Monmouth County clean communities. Jen will host the clean-up.

**ACTION: Joe R, Joe S, Ruby and Ed to work Lavallette clean up April 24.**

**ACTION: Joe, Elise and Cait to try to attend May 1 Earth Day Festival May 1**

**ACTION: Linda and Ruby to help at Sandy Hook Ocean Fun Day May 22**

**ACTION: Jen to host beach clean up May 22, Joe R to provide details to Jen.**

1. School Mentor Program: Linda met with Joe and head of science at Rumson Middle School referred her to Laurie Smith who runs the environmental clubs for the kids and she will be able to work with her group at school for projects. Linda will pick that up again when she is back in April. If anyone knows of other schools, let her know. So we have a daytime presence.

**ACTION: Linda will circle back with Rumson Middle School in April**

1. Scholarships: Melanie couldn’t attend so this was tabled.
2. Daytime summer seining: Joe reached out to Neptune beach for Shark River. Linda (and possibly Melanie) wants to do smaller kid seining. Joe is buying a smaller net for Seining.
3. Summer boat rides – One each month, June 19, July 17, August 21, September 18. How can we advertise? Sandy Hook Facebook page? Ruby said she would ask if we could put it on their Facebook page. Create events in Facebook. Two Rivers Times, Tri-City and the Link. Do people donate advertising? We need 40 people on each boat ride.

**ACTION: Everyone start promoting monthly summer boat rides on June 19, July 17, August 21 and September 18.**

1. HSC (May) Month or Spring Fundraising: Can we sell the horseshoe crab t-shirt? Jen will ask her graphics contact to see if it can be made in black.

**ACTION: Jen will ask her graphics contact about making the horseshoe crab artwork black. Joe to provide artwork to Jen.**

1. Any other artists? Jen suggested we have an art contest.
2. Copyright SCW logo: Someone in Outer Banks wants to start a SCW. Should we trademark name and logo? Jen is talking to her on Thursday, February 24. Joe Sheridan will talk to the Bay Keeper director. Elise will look into what we would have to do to submit paperwork. Ed will talk to the lawyers in his company as well.

**ACTION: Elise will look into what we will have to do to file paperwork to trademark and copyright our name and logo. Ed will look into it through his company law organization as well.**

1. Already in the month of January we have made $1,000 in donations. It is going to be a good year!
2. New Items by Board Members:
   1. Jen talked to Ben Wurst about the Osprey census. He will be doing trainings and asked that we promote to our membership list.

**ACTION: Jen will follow up with Ben Wurst regarding Osprey training.**

* 1. Ed suggested we create a membership program. Patreon?
  2. Elise is creating a sing-a-long for the August boat ride.

1. Next meeting: End of May (25?)

Meeting adjourned at 9:22 pm.